

Message Text

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ACTION EB-11

INFO OCT-01 ARA-16 ISO-00 PA-04 PRS-01 USIA-15 TRSY-11

AGR-20 CIAE-00 INR-10 LAB-06 NSAE-00 RSC-01 SP-03

STR-08 SWF-02 CIEP-02 OMB-01 DRC-01 /113 W

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P R 221935Z APR 74

FM AMCONSUL SAO PAULO

TO USDOC WASHDC PRIORITY

INFO AMEMBASSY BRASILIA

AMEMBASSY CARACAS

AMCONSUL RIO DE JANEIRO

SECSTATE WASHDC 5126

UNCLAS SAO PAULO 0854

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: TEXTILE MACHINERY TRADE MISSION TO BRAZIL

REF SAO PAULO 0787

1. ALCANTARA MACHADO HAS FURNISHED COST ESTIMATES FOR RECEPTION IN ANHEMBI LOCATION, SITE OF FENIT EXHIBITION. COST WILL BE EITHER \$10 OR \$13 PER PERSON, DEPENDING ON COMBINATION OF CANAPES AND MEATS SELECTED, PLUS RPT PLUS, BEVERAGES. LIQUOR WOULD BE SUPPLIED BY CONGEN AT PRICE LEVEL IN EFFECT AT THAT TIME AND WOULD BE ADDITIONAL COST, TOTAL OF WHICH WOULD DEPEND ON NUMBER OF GUESTS. PRINTING AND MAILING OF INVITATIONS WOULD ALSO ADD SOMEWHAT TO TOTAL COSTS, INCLUDING THOSE FOR SECRETARY. IT WOULD APPEAR THAT TOTAL EXPENSE FOR ANHEMBI RECEPTION FOR 150 GUESTS WOULD AMOUNT TO AT LEAST \$1,700 (OR \$2,100, CONTINGENT UPON CANAPE CHOICE INDICATED ABOVE). WE HAVE ATTEMPTED NEGOTIATE LOWER PRICE FOR MORE MODEST REFRESHMENTS BUT ALCANTARA MACHADO ORGANIZATION NOT WILLING ALTER MENU OR LOWER COSTS. CONGEN RECOGNIZES THAT THIS IS VERY EXPENSIVE PROPOSITION. ITS PRINCIPAL ADVANTAGE IS THAT IT WOULD BE HELD AT FAIR SITE WHERE TRADE WILL BE.

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2. ALTERNATIVE WOULD BE RECEPTION AT RESIDENCE OF DPO, WHO WILL BE ACTING CONSUL GENERAL DURING THIS PERIOD WHILE CONSUL GENERAL ON HOME LEAVE. THIS WOULD REDUCE COST CONSIDERABLY, TO \$600/\$650 RANGE DEPENDING ON NUMBER ATTENDING. WE WOULD HAVE SOME PROBLEM IN DRAWING TRADE AWAY FROM ANHEMBI AREA, PARTICULARLY THE LARGER FIRMS WITH EXHIBITION STANDS, BUT WE MAY BE ABLE ACCOMPLISH THIS SATISFACTORILY BY INVITING DIFFERENT LEVEL REPRESENTATION WITHIN COMPANIES.

3. COMMERCE REQUESTED ADVISE URGENTLY WHICH ALTERNATIVE PREFERRED SINCE THERE IS HEAVY DEMAND FOR RECEPTION SPACE AT ANHEMBI.
CHAPIN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 22 APR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974SAOPA00854
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740093-1121
From: SAO PAULO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740424/aaaaavia.tel
Line Count: 74
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: SAO PAULO 0787
Review Action: RELEASED, APPROVED
Review Authority: shawdg
Review Comment: n/a
Review Content Flags:
Review Date: 11 SEP 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <11 SEP 2002 by BryanSD>; APPROVED <27 DEC 2002 by shawdg>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: TEXTILE MACHINERY TRADE MISSION TO BRAZIL
TAGS: BEXP, BR
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005